

## Analysis Of Factors Influencing Patient's Satisfaction Toward Acupuncture Therapy In Griya Akupuntur Sidorejo Pare Regency Of Kediri

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### ABSTRACT

Patient satisfaction is a measure of acupuncture quality service which is influenced by various factors. Some factors that influence patient's satisfaction that is Performance, Reliability, and Aesthetics. The purpose of this research was to analyze and find out the factors influencing patient's satisfaction toward acupuncture therapy in "Griya Akupuntur" Sidorejo, Pare, Regency of Kediri. This research used observational with crosssectional approach as the design research. The sampling of the research was purposive sampling which is obtained 45 of the respondents as samples. Instrument in this research was questionnaire. Data processing used ordinal regression and ordinal multiple regression statistical tests with Coefficient ( $\alpha$ ) = 0.05. The result showed that Performance influence patient's satisfaction in the sufficient category, 20 respondents (44.4%). Reliability also influenced patient's satisfaction in sufficient category, 20 respondents (44.4%). While, Aesthetic influenced patient's satisfaction in sufficient category, 19 respondents (42.2%). The test results of analysis Ordinal regression and patient's satisfaction factor were Performance (0.01), Reliability (0.011), and aesthetics (0.075). Also, test results of ordinal multiple regression were Performance (0.001), Reliability (0.123), and aesthetics (0.551). Then, from the results can be concluded that the most influential factor towards patient's satisfaction is Performance which has value of Sig 0.001 < ( $\alpha$  = 0.05), it means that  $H_0$  is rejected and  $H_1$  is accepted. Factors that influence patient's satisfaction in acupuncture therapy consist of Performance, Reliability and Aesthetic. All of the three factors are very influential the patient's satisfaction assessment in acupuncture therapy. Some facilities are needed to be attempted, such as improving lobby, expanding parking area and giving suggestion box in Griya Acupuncture.

**Keywords :** Factors, Satisfaction, Acupuncture

### INTRODUCTION

Patient satisfaction is one of the things that is very important in reviewing the quality of health care providers, one of which is health care acupuncture therapy. Patients choose to use acupuncture therapy services with a series of hopes and desires. Patient satisfaction can be seen from two different sides (contrast model). If the reality of experience as long as getting service is better than what he expected then they will be satisfied, otherwise if the experience of getting service is worse than what they expected then they will feel dissatisfied (Suryawati, 2010).

Basically, acupuncture therapy health services are needed by everyone for their health needs, so that expected good service quality can grow and influence the patient's decision to choose to use these health services for patient satisfaction. But sometimes the health services

provided are still not in accordance with what the patient wants and patient satisfaction is still not in accordance with the standards that have been determined (Santoso, 2012).

Patient satisfaction standards in health services are set nationally by the Ministry of Health. According to the 2016 Republic of Indonesia Ministry of Health Regulation concerning Minimum Service Standards for patient satisfaction that is above 95%. If health services are found with patient satisfaction levels below 95%, then it is considered that the health services provided do not meet minimum standards or are not qualified. From the results of the study, the level of patient satisfaction according to Ndambuki in 2013 in Kenya stated 40.4%, according to Twayana at Bakhtapur 34.4%, while in Indonesia showed a rise in patient satisfaction 42.8% in Central Maluku and 44.4% in West Sumatra. Based on these data it can be concluded that patient satisfaction rates are still relatively low, so patient satisfaction is a problem both for health care providers in Indonesia and abroad (Ys, 2017).

Based on data (WHO, 2012), throughout the United States and Europe, patient satisfaction plays an increasingly important role in the quality of health services. From the results of the survey in the last 10 years the aspects that influence patient satisfaction are from experience in service delivery, waiting time in service delivery, basic quality of facilities, and communication with health care providers, all of which help identify real priorities for improving the quality of health services.

From the data of patient visits at the "Indy" Acupuncture Griya, Sidorejo Pare Village, Kediri Regency, October 2017 - February 2018, there were 453 visits to patients in October, 361 visits in November, 342 visits in December, 321 visits in January and 298 visits in February. The average visitor came with a 45% case of Cerebrovascular Accident (CVA), 20% Gastritis, 10% Herniated Nucleus Pulposus (HNP), 5% Vertigo, 5% Bell's Palsy and 15% other cases. From these data it can be seen that patient visits from the last 5 months experienced a decrease in the number of visits.

Based on the results of a preliminary study on 29-30 January 2018 conducted at the "Indy" Acupuncture Griya for 10 patients who came for therapy, showed that 6 patients were satisfied with the therapeutic services of acupuncture and 4 patients expressed their dissatisfaction. From the survey data, they are not satisfied due to performance, reliability and aesthetic factors. Dissatisfaction with the performance factor is the lack of even distribution of counseling to each patient regarding the complaint. The reliability factor complained about is because the hours of therapy services are sometimes not timely enough to cause a long queue of handling patients. While in the aesthetic factors that patients complain about is the lack of wide parking area and the patient's waiting room is less comfortable, especially when it rains.

Some of these factors are the reason for the low level of patient satisfaction in acupuncture therapy health services. Acupuncture therapy is one of the health services that are included in individual health services (medical service) by inserting needles at certain points to relieve pain and treat certain health conditions. So we need an analysis of the factors that influence the satisfaction of acupuncture therapy patients with the aim of knowing the most influential factors in the satisfaction of acupuncture therapy patients (Dimas, 2012) and (Mihardja & Hety, 2011). The purpose of this study was to determine the factors that influence the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency.

## METHODS

This research used observational with crosssectional approach as the design research. The sampling of the research was purposive sampling which is obtained 45 of the respondents as samples. Instrument in this research was questionnaire. Data processing used ordinal regression and ordinal multiple regression statistical tests with Coefficient( $\alpha$ ) = 0.05.

## RESULTS

### Subject Characteristics

**Table 1.** Characteristics of respondents in this study include age, gender, employment, education, satisfaction, performance, reability and aesthetics.

No	Characteristics	$\Sigma N$	$\Sigma \%$
1	<b>Age (year)</b>		
	<25	1	2,2
	25-35	6	13,3
	36-45	11	24,4
	>74	27	60
2	<b>Gender</b>		
	Man	19	42,2
	Female	26	57,8
3	<b>Employment</b>		
	Housewife	16	35,60
	Farmer	13	28,90
	Private	13	28,90
	Government employees	3	7
4	<b>Education</b>		
	Elementary school	13	28,9
	Junior high school	7	15,6
	Senior high school	17	37,8
	University	8	17,8
5	<b>Satisfaction</b>		
	Enough	25	55,6
	Satisfied	20	44,4
6	<b>Performance</b>		
	Not good	0	0
	Enough	25	55,6
	Good	20	44,6
7	<b>Reliability</b>		
	Not good	0	0
	Enough	29	64,4
	Good	15	33,3
8	<b>Aesthetics</b>		
	Not good	0	0
	Enough	29	64,4
	Good	16	35,6
	<b>Total</b>	<b>45</b>	<b>100</b>

## STATISTICAL TEST RESULTS

**Table 2.** The results of statistical analysis analysis of the factors that most influence the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency on May 14 - June 08 2018.

No	Independent variables	Sig
1.	X1_Performance	0,001
2.	X2_Reliability	0,123
3.	X3_Aesthetics	0,551

Test results of multiple ordinal regression analysis of factor variables that influence patient satisfaction with acupuncture therapy are performance (0.001), reliability (0.123) and aesthetics (0.551). Then from the results above the most influential factor on patient satisfaction is the performance factor which is the value of Sig  $0.001 < \alpha$  (0.05) which means that  $H_0$  is rejected. With the results above shows that of the overall factor variables that are suspected to influence the satisfaction of patients with acupuncture therapy are performance factors.

## DISCUSSION

### A. Performance factor analysis on the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency

The effect of performance factors on the satisfaction of acupuncture therapy patients in Griya Acupuncture Sidorejo Pare Village, Kediri Regency in the sufficient category, as many as 20 respondents (44.4%). According to Shofiani (2013), the performance factor or commonly called performance is the result of achievement or work performance obtained by a health service provider in order to achieve goals and objectives that have been set and agreed upon in a certain period of time. The indicator of the performance itself is the therapist's attitude and approach to the patient, the quality of the acupuncture services received, administrative procedures, and the facilities provided at the Griya Acupuncture.

Patient satisfaction is closely related to the quality of the product or service that accompanies it. Satisfaction has a significant influence on the intensity of repurchase. If the consumer is satisfied, it will create a positive impression on the brand or health care provider and there is a possibility to buy back (Djohan, 2011).

Services received by patients according to what is needed can make patients feel satisfied. Providing maximum acupuncture therapy to the patient will have a positive impact on the patient, namely the patient can be well served and the patient's perceived complaints will diminish with the regularity of the patient's therapy schedule.

Patient satisfaction is one of the goals to be achieved by a health service provider. If it is associated with the age of the respondent, based on the results of the respondents' research that is sufficient to the performance factor has age  $\geq 46$  years. This is related to the level of maturity of a person who certainly will increase and be more specific in assessing a performance compared to people who are younger. Because with increasing age someone automatically experience in getting health services also more so that can provide an assessment that is in accordance with the performance obtained at Griya Acupuncture.

### B. Analysis of reliability factors on the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency

The influence of reliability factors on the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency in the sufficient category, as many as 20 respondents (44.4%). Reliability is the ability of therapist acupuncturists in providing acupuncture therapy services, namely with good, reliable and accurate ability and experience in providing acupuncture therapy services at Griya Acupuncture. Reliability is measured by accurate service actions by acupuncture therapists, professionalism in handling patient complaints by therapists, serving well and kindly when doing acupuncture therapy, providing

appropriate and correct services in accordance with the procedures established in providing services always in accordance with a predetermined schedule (Shofiani, 2013).

The reliability factor has a positive and significant influence on patient satisfaction. The better the patient's perception of the reliability of a therapist's acupuncture, the higher patient satisfaction where if the patient's perception of reliability is poor, then patient satisfaction will be lower.

### **C. Analysis of aesthetic factors on the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency**

The influence of aesthetic factors on the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency in the sufficient category, as many as 19 respondents (42.2%). But the results of statistical tests did not significantly affect the satisfaction of acupuncture therapy patients. According to Shofiani (2013), aesthetics are the attraction of Griya Acupuncture that can be captured by the five senses. Appearance of physical facilities (the beauty and completeness of the building, including, among others, beautiful landscaping, adequate parking space, furniture with beautiful interior design, cafeteria, clean toilets, availability of worship facilities etc.), complete acupuncture therapy equipment, appearance employees (including uniforms) and communication materials.

According to Kambong in Mumu, et al (2015), aesthetics have a positive influence and are significantly related to patient satisfaction. Based on Odds Ratio, the respondents who gave a good aesthetic assessment had the opportunity of 17,143 times more to feel satisfied compared to respondents who gave a bad judgment. This means that most respondents feel satisfied with the neatness or completeness of a good examination room, neat and clean staff appearance, comfortable waiting room, cleanliness and comfort of the registration place and neat and clean yard arrangement. In general, a person will perceive a potential health service initially from a physical condition. With conditions that are clean, neat, and orderly people will suspect that they will carry out their functions properly.

### **D. Analysis of which factors most influence the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency**

Test results of multiple ordinal regression analysis from the performance factor (0.001), reliability (0.123), and aesthetics (0.551). Then from these results it can be concluded that the most influential factor on patient satisfaction is the performance factor which is the value of Sig 0.001 < value  $\alpha$  (0.05). From these results the most influential factor on patient satisfaction is performance. Satisfaction is closely related to the quality of services that accompany it including performance in it. Satisfaction has a significant influence on the intensity of repurchase. If the consumer is satisfied with the performance given by a therapist's acupuncturist, it will create a positive impression of acupuncture therapy and there is a possibility to buy back the health service (Djohan, 2011).

With regard to quality, it is believed that patient expectations have a large role in determining the quality of services, because basically there is a close relationship between determinants of quality and patient satisfaction. Because the patient is the person who receives the results of the work of someone or an organization, then only patients can determine the quality as what they are and only they can convey what and how they need. The new patient will feel satisfied if the performance of the health service that is obtained equals or exceeds his expectations (Tangkilisan, 2007).

In accordance with the reality in the field that patients as users of acupuncture therapy services tend to prioritize service quality in terms of performance. However, this certainly can be used as a trigger to realize excellent service quality so that patients' satisfaction with acupuncture

therapy services at Griya Acupuncture is getting better. So that to increase the number of visits and the quality of acupuncture therapy services, performance factors can be one of the parameters of services in the health sector, especially acupuncture.

## CONCLUSION

1. Performance factors influence the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency
2. Reliability factor influences the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency
3. Aesthetic factors do not affect the satisfaction of acupuncture therapy patients at Griya Acupuncture Sidorejo Pare Village, Kediri Regency
4. Sidorejo Pare District Village The most influential performance factor on the satisfaction of acupuncture therapy patients at Kediri Acupuncture Griya

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